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THE INFLUENCE OF ENGLISH ON ECONOMIC AND BUSINESS LANGUAGE IN ROMANIA

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Abstract

Starting from the influence of English language, this paper is based on the research of Romanian economic terminology from the perspective of various uses of borrowings from English, which demonstrates the difficulties of adapting to the Romanian language system due to major differences between the two languages. Major transformations in social-economic and international organization imposed the development of modern disciplines such as: finance, statistics, management, marketing, business administration, whose languages are subordinated to the economic field. The compliance of the current Romanian economy with the international economy explains the various diversification and development of specializations in the field and causes many changes in economic language vocabulary, made mostly by borrowing from English, but also updating existing words in Romanian. The influence of English should not be regarded as a negative phenomenon, as long as its use is not exaggerated. The conclusion of the article is that with all the difficulties of adapting to the linguistic system of the Romanian language, English borrowings are a matter of linguistic creativity showing that language is changing constantly, enriching to meet new realities.

Keywords: economic and business language, English borrowings, spelling, communication, terminology, linguistic system.

1. Preliminary considerations

Romanian language is spoken by about 25 million people, with Roman origin and is very similar to Italian, French, Portuguese or Spanish. Its history can be traced during specific historical periods. For example, 2000 years ago, Romania today's territory was inhabited by Dacians whose interests include agriculture, viticulture and livestock breeding. Only a few words remained from that period, most of them referring to the human body and family relations (*head, hand, foot*). But Dacians are not the

only ancestors of Romanians and the Romanian language. Romans played an important role in the history and development of the Romanian language when they slowly assimilated the Dacians. Another example is provided by the Slavs who, during 7th, 8th and 9th centuries, came to the territory of present-day Romania. Their language has influenced the Romanian language, but Slavs also learned Latin. Slavic language had a great influence on Romanian pronunciation as well. Currently, the Romanian language is influenced a lot by French and English.

The heavy borrowings of Anglo-American terms manifested after World War II in most European languages and not singular. "It is a phenomenon mainly explained by the progress of certain fields of technology" (Preliceanu, 2003: 28). It should be noted that these borrowings and influences are necessary, even positive, as long as they are not used all the time. Anglo-American borrowings especially from the recent decades represent a massive penetration, which continues to grow at an accelerated pace, but finds its motivation in the need to designate specific extralinguistic realities. A very important role in disseminating lexical innovations belongs to the press, which in addition to being considered the fourth force in a state, is an important cultural and educational factor. Through its broad audience, the written and audio-visual language not only takes part in educating the public linguistically, but also contributes to diversifying and conveying lexical innovations.

Along with other European languages, English' influence on Romanian is conveyed both by importing massive lexical elements and by assigning meanings of English borrowings to words in Romanian. The Anglicisation phenomenon in our country is due to the current socio-political conditions and broadening economic-financial relations with the Western world, English words being employed by the specialists for communication and information in all fields (where original terms are preferred), as well as by the speakers who use English as the international language of communication.

Starting from the influence of English, this paper is based on the research of Romanian economic terminology from the perspective of various uses of English borrowings, and demonstrates the difficulties of adapting those terms to the Romanian language system due to major differences between the two languages. As a very complex phenomenon, language, in general, is constantly evolving, the change being marked by the internal development of the system and influences due to relationships with other languages over time. The influence of certain languages over others - lexically, phonetically, morphologically and semantically - has started from the lexical component of language since most interferences occur at the vocabulary level.

In its historical evolution, "the Romanian language got in contact with different languages from which it assimilated very easily many words necessary for communicative' requirements of the time" (Guțu, 2013: 59). The integration of foreign words into the communication process raises the issue of adapting them to the Romanian linguistic structure. Depending on the conditions for achieving contact between two languages, the influence affects the various functional and stylistic aspects of receiver language in a different way.

In its current use, Romanian is affected by the influence of English in its various forms. Unlike other functional variants of the language, the economic language has the advantage of involving both economic and colloquial communication. Also specific economic activity involves interference with other specialized languages. The close links between the different fields determine the spread of terms from one domain to another, promoting a free and rapid movement of terms in general and reducing the number of those with a high degree of semantics' specialization. By extension, terms enter different terminologies, or are even retrieved in the common vocabulary. In economic language, as in other specialized languages, "English' influence determines not only the introduction of a large number of terms necessary to improve technical vocabulary, but also the reorganization processes at the level of specialized language and common language" (Trif, 2006: 48).

2. Romanian economic and business language

Major transformations in social-economic and international organizations imposed the development of modern disciplines such as: finance, statistics, management, marketing, business administration, whose languages are subordinated to the economic field. The compliance of the current Romanian economy with the requirements of the global economy explains the various diversification and development of specializations in the field and causes many changes in the economic vocabulary, caused not only by borrowing from English, but also by updating the existing words in Romanian.

Communication in the Romanian economic field tends to take over and use specialized terms without translating them. “English influence which is more pronounced at the terminology level, often involves changes in the general vocabulary” (Bidu-Vranceanu, 2006:71). Certain English words enter the economic language at the same time with the economic concepts, such as: *outsourcing*, *joint-venture*, *dealer*, *stockholder*, *target market*, others double Romanian words (*billing* - *facturare*, *board* - *consiliu de conducere*, *overdraft* - *descoperire de cont*, *deadline* - *termen-limită*, *salesman* - *comerciant*). We can also notice the updating of already existing Romanian words based on their meaning in English (*utilități* derived from *utilities*, *a exceda* derived from *exceed*, *mentenanță* derived from *maintenance*), sometimes, common words specialize semantically according to English patterns (*maturitate* “scadență”, *poziție* “funcție”, *nișă* “colț specializat, profitabil pe piață”).

English terms, strictly specialized or not, “are likely to penetrate especially as *direct borrowings* in all economic subdomains due to an (internationally exhibited) interference of terminologies as well as the relations of specialized lexicon with the core vocabulary” (Athu, 2011: 98). English terms have entered into Romanian by means of specialized texts. The forms of borrowings’ introduction are varied and inconsistent: some words and phrases are used directly without prior explanation, others are accompanied by the Romanian equivalent or explanations. English’ influence on Romanian economic language is achieved mainly by borrowing British terms strictly specialized, which are usually monosemantic, but also by adopting polysemantic lexical units, which are incorporated into Romanian with one or several meanings, depending on the area of use and communication needs, e.g: *board*, *cookie*, *equity* were imported with one (specialized) meaning, whereas *cross*, *break*, *pool*, have two meanings in Romanian - an old meaning (*pool* = *bazin de înot*) and a recent one (used in economics *pool* = *fond*, *gestiune comună*). Most monosemantic terms borrowed from English can expand their meaning in relation to local or lexical units. “Semantic changes in both directions facilitate borrowings’ entry and circulation of words, the usage restrictions being considerably reduced” (Ciobanu, 2004: 105).

Anglicisms frequently occurring in economic language are: *advertising*, *blog*, *blogging*, *broker*, *brand*, *boom*, *business*, *business hi-tech*, *business unit manager*, *casual*, *catering*, *corporate*, *corporate-spa*, *call-center*, *cutting-edge*, *design*, *designer*, *dress code*, *display*, *euro*, *executive assistant*, *executive search*, *fair-play*, *fashion adviser*, *feed-back*, *fresh*, *fund raising*, *gadget*, *glamour*, *green card*, *hi-tech*, *investment-banking*, *ice tea*, *in and out door*, *internet wireless*, *jeans*, *job*, *joint-venture*, *leasing*, *living*, *lounge*, *low cost*, *marketing*, *manager*, *management*, *middle or top management*, *offshore*, *outsourcing*, *private banking*, *pub*, *puzzle*, *recruiter*, *road-trip*, *roaming*, *shopping*, *showroom*, *soft-drinks*, *smart casual*, *squatting*, *squatter*, *stand-by*, *stick*, *task*, *team building*, *tuner*, *trainee*, *training*, *vintage*, *wealth-management*, *week-end* etc.

“Imitating English models through calque along with actual lexical borrowings represents the expansion of English influence on Romanian” (Stoichițoiu-Ichim, 2010: 25). We can encounter all three types of calques in the current economic language. Romanian words broaden their meaning significantly after the English model as semantic calque: *a aplica* has also the meaning “a solicita un post/funcție, a face o cerere” after the English word *to apply (for)*; *atașament* borrows the recent meaning “anexă” after the English word *attachment*; *apreciere* “creștere” after engl. *appreciation*; sometimes semantic change results in grammar changes (*subsidiar* “auxiliar”- adjective, and *subsidiară* “filială”- noun). Many English expressions are reproduced in Romanian as phraseological

calque, especially in economic texts or as a translation of the whole phraseological unit (*autosuficient* < engl. *self-sufficient*, *acțiune lichidă* < engl. *liquid share*, *companie scoică* < engl. *shell-company*, *piețe de capital* < engl. *capital-markets*, *rețea de distribuție* < engl. *distribution network*), or by translating one of the terms, the other being taken as such (*canal de retail* < engl. *retail channel*, *public target* < engl. *target public*, *background educațional* < engl. *educational background*).

“Reorganisations at the lexical level of Romanian economic language are achieved by updating certain borrowings from other languages” (Constantinescu, 2006: 12) under the influence of the English model (*mentenanță* < fr. *maintenance*, *insolvență* < it. *insolvenza* through engl. *insolvency*), with possible semantic changes often associated with conversion, for example: the adjective *subsidiar* (< fr. *subsidiare*) “auxiliar, secundar” becomes the feminine noun – *subsidiară* (< engl. *subsidiary* “filială, sucursală”, the adjective *publicitar* (< fr. *publicitaire*) becomes a noun after engl. *publisher*, as equivalent to engl. *editor*. (DOOM)

Borrowing and using English terms in Romanian raises numerous and complicated issues of usage and adaptation due to the phonetical, morphological and spelling differences between the two languages. In terms of spelling and phonetics, “anglicisms adaptation to the Romanian system is achieved with difficulty, because of the difference in the spelling systems in both languages: phonetic for Romanian and etymological for English” (Mihailovici-Bălan, 2009: 68).

Important differences from English in the oral and written use of the words explain the two main ways of Anglicisms in Romanian’ writing (by keeping the English graphic form or by conveying it as much as possible by means of the Romanian alphabet, of the English phonetic aspect: *exceingi* for engl. *exchange* [iks’tʃeindʒ], *năuhau* for engl. *knowhow* [‘nəu’hau], *treidăr* for engl. *trader* [‘treidər]). In oral communication, their pronunciation conveys the original phonetic form or transposes the written form of Anglicism, in terms suggested by the Romanian graphic system (*aplicant* for engl. *applicant* [‘æplikənt], *broker* for engl. *broker* [brəukər], *email* for engl. *e-mail* [i’meil]).

In the process of Anglicisms’ adaptation, there is a tendency to keep (if possible) the phonetic aspect of the words in English, as DOOM recommends: *băseball* [beisbol], *bluff* [blaf], *bowling* [bauling], *dancing* [densing], *mîstress* [mîsiz], *slow* [slău]. For example, the English vocalic system is more complex: in comparison with Romanian, in English the number of vowels is almost double due to the presence of an additional feature - duration. The difference of amount is inoperative in the Romanian’ vocalic system and as such, in pronunciation one cannot see the difference between long and short vowels, the two vowel phonemes are presented in Romanian by a single vowel. The length of consonants, without being a distinctive feature, is influenced by the quantity of the preceding vowel in English: consonants are shorter after long vowels and are pronounced longer after short vowels. In Romanian’s pronunciation this difference is neglected.

However in writing and pronunciation some English specific features have been removed. From the graphical and the phonetical point of view, DOOM recommends to keep as such the unassimilated Anglicisms to the Romanian language system. The major phonetic and spelling differences between the two languages explain the multiple options “to accommodate Anglicisms to the phonetic and spelling system of the Romanian language” (Stoichițoiu-Ichim, 2014: 111). In various publications used as reference, there are many situations where the usage develops the most varied ways of Anglicisms’ pronunciation, not always consistent with the rules.

While preserving the original spelling of the English term, recommended by DOOM, we can find various Anglicisms in print media in general, and in specialized reviews. For instance, some words have adapted their spelling to Romanian: (*năuhau*, *senviș/sanviș*, *șou/shou*, *treidăr*), in some terms double consonants are dropped (*modeling*, *reseler*, *scaner*), in some words the letters are doubled (*developper* for engl. *developer*, *dinning* for engl. *dining*, *spammer* for engl. *spamer*) or some terms and phrases imported as such, with their correct form (*night-loser* for engl. *night-looser*, *haker* for engl. *hacker*, *handycraft* for engl. *handicraft*). The penetration and spread of oral and written English

neologisms favor the appearance of double spelling words (*brand/brend, discount/discont, feribot/ferry-boat*).

“The broad circulation of economic terms that have entered the common vocabulary or other specialised languages contribute to the expansion of one of the spellings, as its entry in dictionaries” (Vintilă-Rădulescu, 2010: 82). In oral communication, English borrowings occur frequently with several pronunciations: the original phonetic aspect is often conveyed ([*ăsemblăr*] for engl. *assembler* [əˈsæmblə], [*breikbit*] for engl. *break-beat* [breikˈbi:t], [*on-eăr*] for engl. *on-air* [ɔn ˈæə]), but there are situations where, out of irony or ignorance, pronunciation changes the written form of the borrowed English word, in some cases such adaptations can generate semantic collisions (engl. *casual* [ˈkæjuəl] pronounced in Romanian [kazual], engl. *track* [ˈtræk] expressed through [trac], engl. *trap* [ˈtræp], through [trap]). There are also variations at the level of normative recommendations. Thus, for a broad range of Anglicisms registered in DOOM with a form adapted to the Romanian writing system, such as: *forehand, groom, knockdown, looping*, for *forhend, grom, cnocdaun, luping*, DOOM recommends the English form; in other cases DOOM supports both versions, the most common variant (*pocher/poker, rosbit/roast beef, smes/smash*) or the etymological one (*clearing/cliring, cocktail/cocteil, derby/derbi*).

The comparison of normative indications regarding Anglicisms in DOOM editions highlights many differences in the evolution of the Romanian language. „Changes of relevant rules emphasise the current trend to keep etymological spelling and retain a form as close as possible to the original pronunciation” (Zafiu, 2011: 102). The large number of borrowings whose adaptation favors writing and etymological pronunciation relativizes the phonetic character of Romanian spelling system. Changes in the writing and pronunciation of Anglicisms, inherent to the adaptation process, constitute a hindrance in the expansion of normative recommendations, precisely because the variants are found in the (written or oral) press, which makes an important contribution to the development of language, implicitly the literary one.

Major differences between the two languages’ morphological systems create problems of allocating Anglicisms in the Romanian inflectional system. According to current trends, many borrowings from English, nouns (*bluejeans, cornflakes, futures, non-targets*) and adjectives (*greenfield, full, junky, scary, trendy*), are used as invariable, increasing the number of the existing ones in Romanian. The morphological adaptation of anglicisms raises many adaptation issues due to differences between the two grammatical systems. Thus, in the process of English nouns’ adaptation, their integration in the gender categories of Romanian envisages especially a semantic criterion. For instance, the criterion of formal aspect is irrelevant, given that most of the nouns in English - regardless of gender - have consonant terminations and inflexion is replaced by prepositions. The gender of English borrowed nouns occurs mainly in the form of determinants or substitutes (*o inteligentă miss, un pub select*), and in other cases by associating with certain desinences: **-e** (*hardiste, hipote, punkiste, sprintere*) for feminine, and **-uri** (*missuri, sex-simboluri, staruri*) for neutral.

English inanimate nouns are generally neutral in Romanian, but there are also hesitations between neutral and feminine (*acest story/o story*). Due to the influx of English borrowings naming inanimate nouns, the Romanian neutral forms become stronger and the plural desinence **-uri** expands increasingly, associated not only to neutral but also to feminine. Regardless the English morphological plural ending **-s**, the desinence **-uri** is attached indiscriminately, resulting in tautological forms (*gadgetsuri, hotspotsuri, rate-cards-uri, skills-uri, sub-labels-uri*).

Only a few phonetic alternations out of Romanian language’s rich inventory affect Anglicisms, especially the consonant alternations: **d/z** (*bodyguard/bodyguarzi, landlord/landlorzi*), **s/ș** (*boss/boși, jean/jeanși*) and **t/ț** (*bit/biți, racket/racketi*). In DOOM, the vowel gradation is registered as **a/e**, in the flexion of masculine nouns represented by the Anglicisms composed with **man** (except the old ones borrowed from French: *barman, vatman*), and the plural is marked tautologically: *businessmeni, congresmeni, chairmeni, gentlemeni, yeomeni, yes-meni*.

Regarding the usage of the article, difficulties arise from the position and the flexible nature of the article in Romanian. “The indefinite article is associated without restrictions with the Anglicisms, representing the feminine or neutral forms corresponding to the English feminine nouns” (Avram, 2012: 37) (*o/un top-model, o/un cover-girl, o/un script-girl*), or the ones naming inanimate nouns (*un/o story, un/o soap-opera*). The definite article –**ul** is attached to most nouns borrowed from English (even some nouns whose semantics place them as feminine - *cover-girl-ul, top-modelul, script-girl-ul*).

The adjectives borrowed from English, operating as adverbs or nouns (in English) have considerably increased the number of the Romanian invariable adjectives (*junky, bearish, hawkish, shocking*). In special situations, borrowings qualified as adjectives and adverbs in English are used as nouns in Romanian (*fresh-uri, low-uri, off-shore-uri*) or as adjectives in certain verbal English expressions (*management buy-out, principiul need-to-know, articole ready-to-wear*) or as nouns (*vizualizări real-time, angajamentul stand-by*). Moreover, in Romanian some adjectives can become nouns by suffixation (*horrorism < engl. horror, smartitudine < engl. smart*).

The verbs in English are imported into Romanian by two productive conjugations: most are assigned to verbs with the infinitive ending –**a** and the present indicative suffix –**ez** (*a forwarda, a marketiza, a targheta, a up-data*); more recent ones are adopted by verbs with the infinitive ending –**i**, especially in informal communication (*a bipui, a brandui, a chatui*). Present participle forms from English verbal paradigms are often transferred to Romanian as nouns (*un making-of* [„scenariu”], *billing* [„facturare”], *sharing* [„difuzare”]), and the past participle forms are assimilated as adjectives (*built-in* [“încorporat”], *pre-paid* [“preplătite”], *reloaded* [„reîncărcat”]).

In terms of business negotiation - terminology and designation of instruments, means of payment and financing used in international economic affairs - terminology largely comprises words translated into Romanian, whose use is not recommended in their original form, for semantic reasons, as the following examples show:

Table 1: English terms translated into Romanian

Collective bargaining	Negociere colectivă
Bill of credit	Acreditiv documentar
Bill of exchange	Cambie
Bill/draft	Trată
Black economy	Economie paralelă
Branch	Sucursală
Brand awareness	Notorietatea mărcii
Collective leadership	Conducere colectivă
Competitive advantage	Avantaj competitiv
Export/foreign trade	Comerț exterior

Fair competition	Concurență loială
Invoice	Factură
Joint venture	Societate mixtă
Letter of credit	Scrisoare de credit
Money order	Ordin de plată
Order of enforcement	Executare silită
Outsourcing	Externalizarea serviciilor
Promissory note	Bilet la ordin
Quality insurance	Asigurarea calității
ROI (return on investment)	Rentabilitatea investițiilor
Statement of account	Extras de cont
Supply and demand	Cerere și ofertă
Turnover	Cifră de afaceri
Value added tax (VAT)	Taxa pe valoarea adăugată (TVA)

Source: author

To summarize the above mentioned examples, the classification of Anglicisms is the following:

- The first category comprises Anglicisms that have no equivalent in Romanian or are very difficult to translate, e.g *blog, feedback, hobby, leasing, management, marketing, lounge, roaming, showroom, stick, vintage*;
- In the second category there are terms that have correspondent words in Romanian, which, depending on the context and the speaker, are or not preferred to Anglicisms: *business/afaceri, fair-play/corectitudine, shopping/cumpărături, glamour/eleganță, job/slujbă, fresh/un suc proaspăt, joint ventures/societăți mixte, broker/agent de bursă, brand/marcă*;
- Hybrid phrases forcibly formed, for example: *muzică lounge, marcă low cost, brand de lux, contract de joint venture, portofoliu de branduri, segmentul ice tea, piața de softdrinks*.

3. Conclusions

With all the difficulties of adapting to the Romanian linguistic system, the English borrowings have continued to enter heavily and quickly in the current Romanian language, speeding up the process of enriching the vocabulary, while entailing significant changes at different levels of the system. Anglicisms are a reality, and the attitude of speakers and specialists need to be reasonable in this

regard, weighing both advantages and disadvantages. They did not cause an alteration of the Romanian language, but rather contributed to its continuous renewal and reconstruction, to its semantic and stylistic tinting, to its vocabulary modernization. The influence of English should not be regarded as a negative phenomenon, not being more dangerous than other foreign influences that have manifested over time in our language, as long as their use is not exaggerated. In speaking, adopting these terms corresponds to a need of expression, both cultural and social, (the emergence of new extralinguistic realities determined by facts linked to the progress of mankind), and functional (the need for terms to designate these new realities in human life). The essence of language is to be renewed continuously. Borrowings from other languages are a matter of linguistic creativity showing that language is changing constantly, enriching to meet some new realities.

In conclusion, due to an unprecedented technological development, growing intercultural communication facilitated by numerous channels and the spread of ideas, scientific achievements, behavioral patterns, cultural patterns, both educated people and teachers must do their best and try to protect the Romanian language. Obviously, borrowings will continue to enter the Romanian language, but we have to keep in mind their usefulness and limit their usage to the ones that facilitate the relationships between people for a better cultural exchange and not to use them just because they are trendy.

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